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ABSTRACT

A study was conducted by East Los Angeles College (ELAC) to determine the economic, demographic, and ethnic composition of ELAC's service district. The study involved the examination of community data collected from a variety of sources, including the Los Angeles County Regional Planning Department, the Los Angeles Times Marketing Research Department, municipal governments, and various state agencies. Major findings indicate that ELAC serves two distinct areas: a predominately Hispanic west area, and a more ethnically diverse east area. The west area is characterized by high unemployment, a median income of $7,106, and an average education level of 8.8 years. In contrast, low unemployment, a median family income of $10,115 and an average education level of more than 12 years typify the east area. While both areas contribute equal numbers of students to ELAC's enrollment, the east area's participation rate (enrollment divided by population) is about 3.4 times greater than the west area's. Major factors likely to influence the service areas in the future are the continued influx of undocumented Hispanics in the west area and the in-migration of more affluent persons of Asian backgrounds in the east area. The study report compares data gathered from different sources and examines the relationship between the age composition of ELAC's student body and that of the service district. Maps and data tables are provided. (JP)

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EAST LOS ANGELES COLLEGE

RESEARCH REPORT

RESEARCH REPORT 80-5

EAST LOS ANGELES COLLEGE COMMUNITY DEMOGRAPHICS: A LOOK IN 1980

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August, 1980

JC 800490

EXECUTIVE SUMMARY

The major finding of this report is that ELAC serves two distinct areas -- a west area which is poor, Hispanic and (apparently) in need of training in basic and technical work skill areas; and an east area which is affluent and culturally diverse and (likely) more interested in broader training and educational options than the west area.

Both areas contribute roughly equal numbers of students to ELAC's enrollment, but the east area's participation rate (enrollment/population) is about 3.4 time greater than the west area's.

The major characteristics of the east and west areas are presented in Table S on the next page.

The report also considers (briefly) the relationship between the age composition of ELAC's student population and that of the community as a whole. It may be especially useful to develop a strategy for marketing the college's services to the 35-55 year old group, one that is currently under-served and one which is likely to expand (in the community) in the next 20 years.

WEST SERVICE AREA

Highland Park, Lincoln Park, City Terrace, East Los Angeles, Boyle Heights Belvedere Gardens

Population: 424,524
Enrollment: 5,177; 31.4% Fall '79
Participation Rate: 1.2%

Ethnicity: Hispanic -- more than 90% by some estimates

Economic Level: Median family income:
Northern sector: $16,175
Southern sector: $12,780

High Unemployment

Education: 8.8 yrs for persons 25 years or older

Age: Hispanic: young -- 80% under 45
Anglo: -- 31.8% under 25
19.3% over 65

Other Factors: 100,000 undocumented persons
poverty level at twice the national average.

EAST SERVICE AREA

Alhambra, Rosemead, South San Gabriel, Monterey Park, Montebello

Population: 139,393
Enrollment: 5,762; 35.0% Fall '79
Participation Rate: 4.1%

Ethnicity: Mixed -- in some areas, equal proportions Hispanic, Asian, and Anglo

Economic Level: Median family income: $20,330

Low Unemployment

Education: more than 12 years for persons 25 years or older

Age: Non-Hispanic: age distribution typical of LA County
Hispanic: young -- 80% under 45
3.6% over 65

Other Factors: rapid increase in Asian population in some areas due to in-migration.

TABLE -S-

RESEARCH REPORT 80-5

EAST LOS ANGELES COLLEGE COMMUNITY DEMOGRAPHICS: A LOOK IN 1980

PURPOSE

This report was commissioned by the Office of Research and Evaluation to provide the College's Marketing Task Force with information about the community areas served by the college. This information about the economic, demographic, and ethnic composition of the college's service area can, hopefully, assist the Task Force to formulate and establish a marketing strategy for the college's services.

METHOD

This report was prepared by gathering and examining data about ELAC's service area. The aim was to put together the most current composite picture of the service area. The task entailed collecting and examining available reports on the area or parts of the area and synthesizing their findings. Among the reports included in this review were materials from the following sources:

- Los Angeles Community College District
- East Los Angeles College
- Los Angeles County Regional Planning Department
- Los Angeles Times Marketing Research Department
- local cities (Montebello and Monterey Park)

- State of California (Employment Development Department: Tax Board)
- The East Los Angeles Community Union (TELACU)

Every source that contributed to this report examines a unique area at a particular point in time. Therefore, data must be combined and compared with care. The absolute value of variables like median family income, unemployment, population, and the like change over time. In this report the values themselves are less important than the relationships among the values, since while the values change, the relationships tend to remain consistent. Whether one looks at 1976 tax return data on median family income or at LA Times reported estimates of 1979 median income, the critical issue -- in this report -- is not whether Monterey Park's median income is more accurately reflected by the 1976 figure of $11,190 or by the 1979 figure of $20,330; rather the issue is that in either year, Monterey Park's median income is about half again as great as that in Boyle Heights. The fact of the pattern of difference is more significant than any particular facts which express and substantiate the difference.

Similarly, different studies and different data sets examine and report on different areas. Zipcodes don't always match neighborhood boundaries; the College District and the County's Regional Planning Department have different area definitions for neighborhoods; almost every source has a unique definition

of the areas considered in the report or plan. In consequence, there are few readily combinable demographic statistics. For purposes of this report, it is the pattern that is more important than the absolute numbers: the contrast between the area west of the college and that east of it is considerable no matter how the maps of the areas are drawn.

FINDINGS

1. The East Los Angeles College Service Area.

In the Fall semester of 1979, ten (10) zipcode areas surrounding ELAC accounted for roughly two-thirds (66.4%) of the student enrollment at the college (Sachs, pp 3-4). These same zipcode areas accounted for almost the same enrollment percentage (66.9%) in Spring semester, 1979. Table 1 displays these ten zipcode areas, the number of students from each, and the percent contribution of each to ELAC's enrollment. These participation findings are consistent with the results of an earlier, district-wide study of enrollment patterns (Weiser, p 12) which analyzed participation rates in Fall, 1976.

The ten zipcode area is the focus of this report.

2. Two Service Areas, Not One.

ELAC appears to draw its student population from two service

TABLE 1

AREAS ACCOUNTING FOR 66.4% OF EAST LOS ANGELES COLLEGE FALL ENROLLMENT.

Source: Research Report 80-3
Steven Mark Sachs, May 1980

ZIPCODE		PLACE	# STUDENTS	PCT.	CUMULATIVE PCT.
91754	(E)	Monterey Park	2,169	13.2	
90640	(E)	Montebello	1,608	9.8	23.0
90022	(W)	Belvedere Gardens (ELA)	1,553	9.4	32.4
90063	(W)	East L.A/City Terrace/ Boyle Heights	1,171	7.1	39.5
90033	(W)	Boyle Heights	855	5.2	44.7
90032	(W)	ELA: El Sereno, Lincoln Park	839	5.1	49.8
90023	(W)	Boyle Heights	759	4.6	54.4
91801	(E)	Alhambra	710	4.3	58.7
91803	(E)	Alhambra	648	3.9	62.6
91770	(E)	Rosemead	10,939	(66.6*)	

Fall, 1979 Enrollment = 16,435

(The parenthesized E and W figures refer to East and West service areas, as described later in this Report.)

* Computed directly; difference with cumulative total probably due to rounding.

areas which are substantially different in terms of income, education, and ethnicity. Figure 1 portrays the two service areas and displays for each city or neighborhood:

- percent contribution to Fall, 1979 enrollment
- estimated January 1, 1979 population*
- 1976 median family income**
- percent population gain or loss -- compared with 1970 census

The Figure is drawn with a dividing line through the area separating it into West and East areas. The most graphic difference between the areas -- also portrayed in the Figure -- is their respective median incomes: West -- $7,106; East -- $10,115. The median income of the East area is nearly half again (42.3%) greater than that of the West area. Despite differences in income, each area contributes about one third of the college's enrollment. The participation rate of the west area is very low compared to that of the east area. (Using a simple ratio of enrollment to population, the west's participation rate is 1.2%, the east's is 4.1%).

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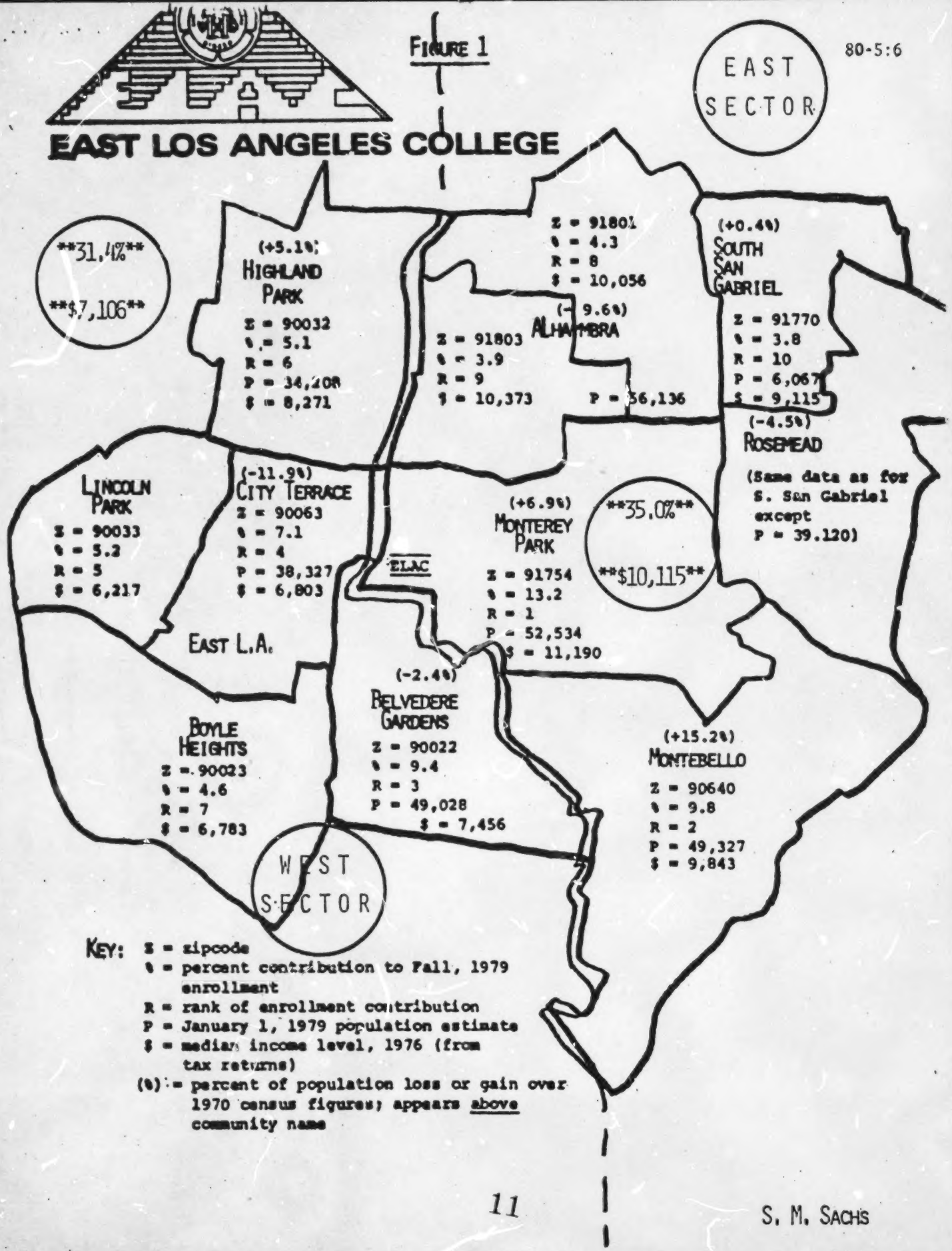
* Los Angeles County Regional Planning Department, pp 3 & 5.

** based on State of California Tax return data, 1976.

FIGURE 1

EAST LOS ANGELES COLLEGE



KEY:
- Z = zipcode
- % = percent contribution to Fall, 1979 enrollment
- R = rank of enrollment contribution
- P = January 1, 1979 population estimate
- $ = median income level, 1976 (from tax returns)
- (%) = percent of population loss or gain over 1970 census figures; appears above community name

S. M. SACHS

These are substantially different areas: the east area is growing and affluent and the west area is poor and (apparently) dwindling. Table 2 displays the 1970 and 1979 population figures for the east and west areas, indicating the numerical and percentage change for each city of neighborhood. Table 3 displays the median incomes for the zipcode areas comprising the east and west areas and offers comparisons with other zipcode areas both in the ELAC area and around the district.

The Los Angeles Times has recently published a profile of the greater Los Angeles marketing area. Among the 17 major economic areas comprising this area are three which correspond to ELAC's two service areas. The Times San Gabriel area includes all of what this report terms the ELAC east area plus South Pasadena, San Marino, and San Gabriel. The Times Northeast and East areas include the ELAC west area but extend farther west into the central city. Figure 2 reproduces the Times marketing area map; the San Gabriel area is #5; the Northeast area is #6; and the East area is #7. The Times areas and ELAC's area are by no means identical. Nevertheless, the contrast between the Times San Gabriel area and its Northeast-East areas mirrors and, to a certain extent, underscores the contrast already noted between ELAC's east and west areas.

Table 4 summarizes the Times population and income statistics

TABLE 2: EAST AND WEST SERVICE AREA POPULATION DATA

AREA	PLACE	1970 POPULATION	ESTIMATED 1/1/79 POPULATION	NUMERICAL CHANGE	PERCENT CHANGE
EAST	Alhambra	62,125	56,136	- 5,989	- 9.6
	Montebello	42,807	49,327	+ 6,520	+ 15.2
	Monterey Park	49,166	52,534	+ 3,368	+ 6.9
	Rosemead	40,972	39,120	- 1,852	- 4.5
	South San Gabriel	6,043	6,067	+ 24	+ 0.4
	EAST AREA TOTALS	201,113	203,184	+ 2,071	+ 1.0
WEST	Belvedere Gardens	50,250	49,028	- 1,222	- 2.4
	Boyle Heights	83,040	79,435	- 3,605	- 4.3
	City Terrace	43,492	38,327	- 5,165	- 11.9
	Eastmont	11,139	10,453	- 686	- 6.2
	Highland Park (including Mt. Washington, Highland Park, Montecito, & Lincoln Park)	34,771	34,208	- 563	- 1.6
	Monterey Hills & El Sereno	36,671	36,288	- 383	- 1.0
	WEST AREA TOTALS	259,363	247,739	-11,264	- 4.5
	OVERALL TOTAL	460, 476	450,923	- 9,553	- 2.1

Source: Los Angeles County Regional Planning Department Quarterly Bulletin # 143.

TABLE 3

MEDIAN INCOMES WITHIN ZIPCODES OF ELAC STUDENTS: 1976 VALUES

I. Top Ten Zipcodes (in terms of enrollment contribution)

WEST			EAST		
Rank	Zipcode	Median Income	Rank	Zipcode	Median Income
3	90022	$ 7,456	1	91754	$ 11,190
4	90063	$ 6,803	2	90640	$ 9,843
5	90033	$ 6,217	8	91801	$ 10,056
6	90032	$ 8,271	9	91803	$ 10,373
7	90023	$ 6,783	10	91770	$ 9,115

II. Other Zipcodes (in proximal to the ELAC service area)

Zipcode	Median Income	Zipcode	Median Income
90001	$ 7,697	90065	$ 8,931
90011	$ 5,979	90201	$ 8,430
90012	$ 6,785	90255	$ 7,809
90026	$ 7,082	90270	$ 7,992
90031	$ 6,940	90280	$ 9,755
90040	$ 7,752	90660	$ 10,204
90042	$ 8,573	91775	$ 12,949
		91776	$ 9,716

III. Additional Zipcodes of Interest for Comparsion

Zipcode	Approx.	Median Income
90029	LACC	$ 6,847
91401	LAVC	$ 9,565
91306	LAPC	$ 11,319
90047	LASWC	$ 9,669
90007	LATTC	$ 5,673
90034	WLAC	$ 9,582
91345	LAMC	$ 11,510
90744	LAHC	$ 8,794
90024	UCLA	$ 12,465

Sources: Zipcode enrollment: Research Report 80-3, ELAC, S.M. Sachs
Median income levels, 1976: 1975 tax return data X zipcode.

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STATUTE MILES
LOS ANGELES
MARKETING AREA
LOS ANGELES TIMES MARKETING RESEARCH
LEGEND
Major Economic Areas
Minor Economic Areas
1 San Fernando Valley Area
San Fernando
Sunland Tujunga
Burbank North Hollywood
Encino-Central Valley
Chatsworth West Valley
2 Glendale Area
3 Pasadena Area
4 Pomona Foothill Area
Monrovia
Covina
Pomona
Pyoma Hills
El Monte
5 San Gabriel Area
6 Northeast Area
7 East Area
8 Central Area
9 Wilshire Area
10 Hollywood Area
11 Beverly Hills-Westwood Area
12 Santa Monica South Bay Area
San Vicente Palisades
Santa Monica Venice
South Bay
13 Adams Inglewood Plains
Adams
Inglewood
14 Southeast Area
Southeast
Compton
15 Whittier Norwalk Area
Whittier
Norwalk
16 South Coast Area
Palos Verdes
Dominguez L.A. Harbor
Long Beach
* Balance of Los Angeles County
17 Orange County
North County
Santa Ana-Orange
Coastal
Foothill
PACIFIC OCEAN
80-5:10

FIGURE 2

for these three areas. The differences in median income among the three areas are especially noteworthy. The San Gabriel areas (ELAC east) has a 1979 median income of $20,330 which is above that of L.A. County ($19,397). The east area, on the other hand (which includes Boyle Heights, Unincorporated East Los Angeles, and Belvedere Gardens), has the second lowest median income of any area in the two-county marketing area (only Watts has a lower median family income: $12,644).* The Northeast area's median family income of $16,175 is the sixth lowest of the 32 areas and subareas considered in the marketing study. That the three areas are very different economically can be further understood by examinimg the distribution of family incomes in the area (Table 5).

In the east area, 35.7% of the families earned less than $10,000 and 61.5% earned less than $15,000. In San Gabriel, only 30.0% of the families earned less than $15,000, while 34.1% earned less than $15,000 in 1979.

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*The 1979 median family incomes are estimates: they are much higher than those for 1976 displayed in Table 3; this is a measure of inflation over four years. It is noteworthy that the median income in the San Gabriel area is more than half again greater (59%) than that in the east area; this might indicate a growing disparity in incomes between the two areas since 1976.

TABLE 4

POPULATION AND MEDIAN INCOME FIGURES FOR THE L.A. TIMES MARKET AREAS CORRESPONDING TO THE ELAC SERVICE AREAS

	(ELAC West)		(ELAC East)
AREA:	NORTHEAST	EAST	SAN GABRIEL
1970 Population	170,698	203,387	235,010
1978 Population	168,801	189,924	226,346
Percent Change	- 1.1%	- 6.6%	- 3.7%
Projected 2000 Population	176,913	197,131	239,771
Pct. Change 1978-2000	+ 4.8	+ 8.8	+ 5.9
Median Family Income (1979 estimates)	$16,175	$12,780	$20,330

SOURCE: L.A. TIMES, In Perspective, pp. 4 & 22.

TABLE 5

PERCENT DISTRIBUTION OF FAMILY INCOMES IN VARIOUS EARNING CATEGORIES IN THREE MARKET AREAS SERVED BY EAST LOS ANGELES COLLEGE

	Median Family Income Categories * * * * *					
AREA	Under $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$49,999	$50,000 & Over
San Gabriel	14.8%	15.2% (30.0%)	18.8%	17.1%	27.5%	6.6% (34.1%)
Northeast	24.9%	20.3% (45.2%)	20.3%	14.4%	18.4%	1.7% (20.1%)
East	35.7%	25.8% (61.5%)	17.6%	10.0%	10.0%	0.9% (10.9%)

SOURCE: L.A. TIMES, In Perspective, p. 14

The college's west service area is roughly contiguous with an area designated by The East Los Angeles Community Union (TELACU) as a Special Impact Area (SIA). Figures 3 and 4 are reproduced from TELACU reports on the SIA; the Figures portray the high rates of poverty* and unemployment** in the area.

These Figures serve to comfirm and round out the picture of the area compiled from other sources. The college's west service area is on characterized by serious low-income conditions. The 21.9% figure for families in poverty is more than twice the national average.

TELACU's employment and poverty data are estimates based on the 1970 censes and community survey they conducted in 1976.

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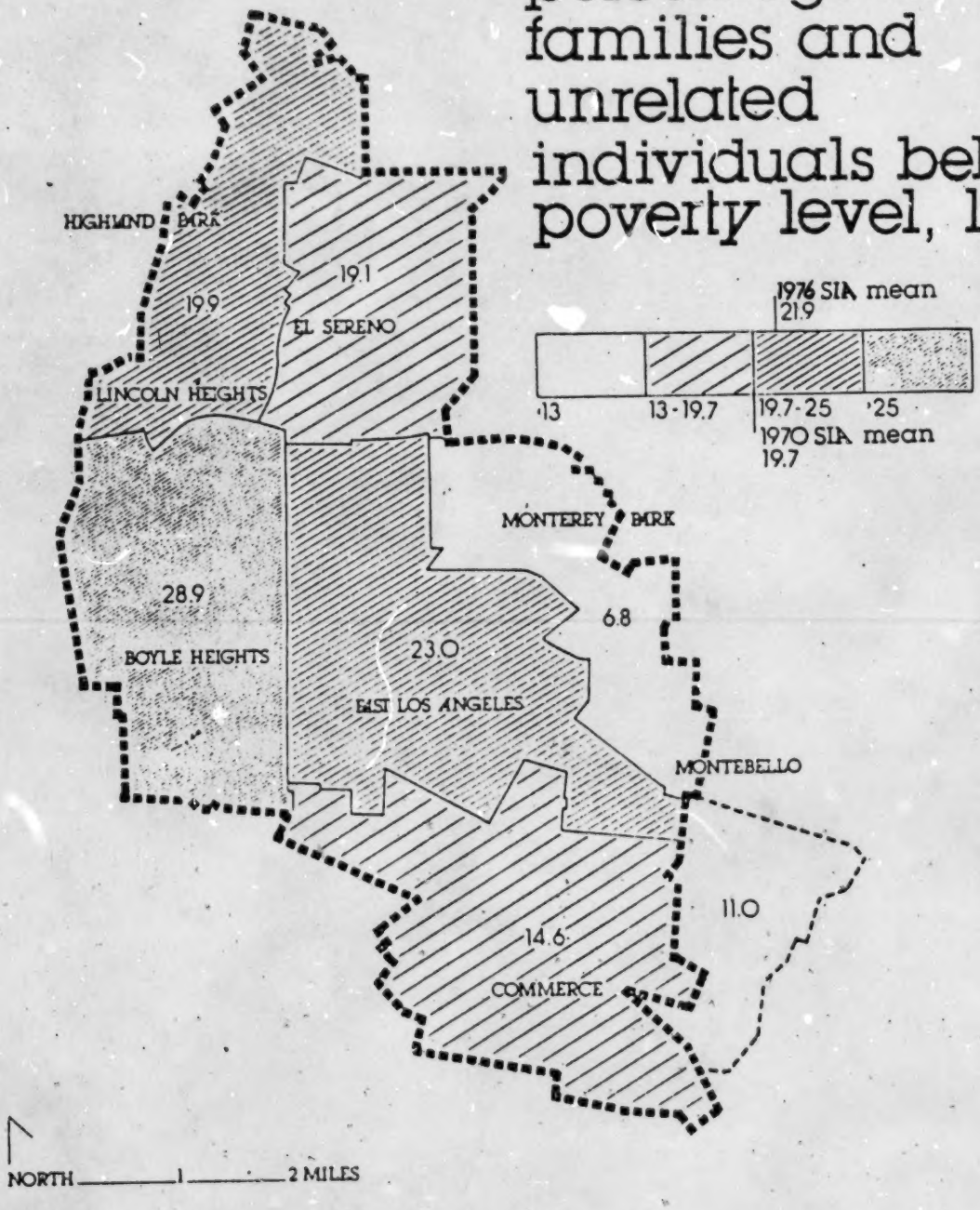
* The current Federal povery guideline for a family of four is an annual income of less than $6,300.

** The unemployment figure iscomputed as the ratio of those in the labor force who are not working to the total labor force. The labor force includes: all who are working (full or part time) and those who are available for and seeking work. The labor force figure does not include: those under 16; those over 16 who are not seeking work (eg., mothers with children, students, etc.); Those "voluntarily" out of the labor force (eg., retired); those unable to work (eg., disabled); and "discouraged workers" no longer actively seeking work.

FIGURE 3

percentage of families and unrelated individuals below poverty level, 1976



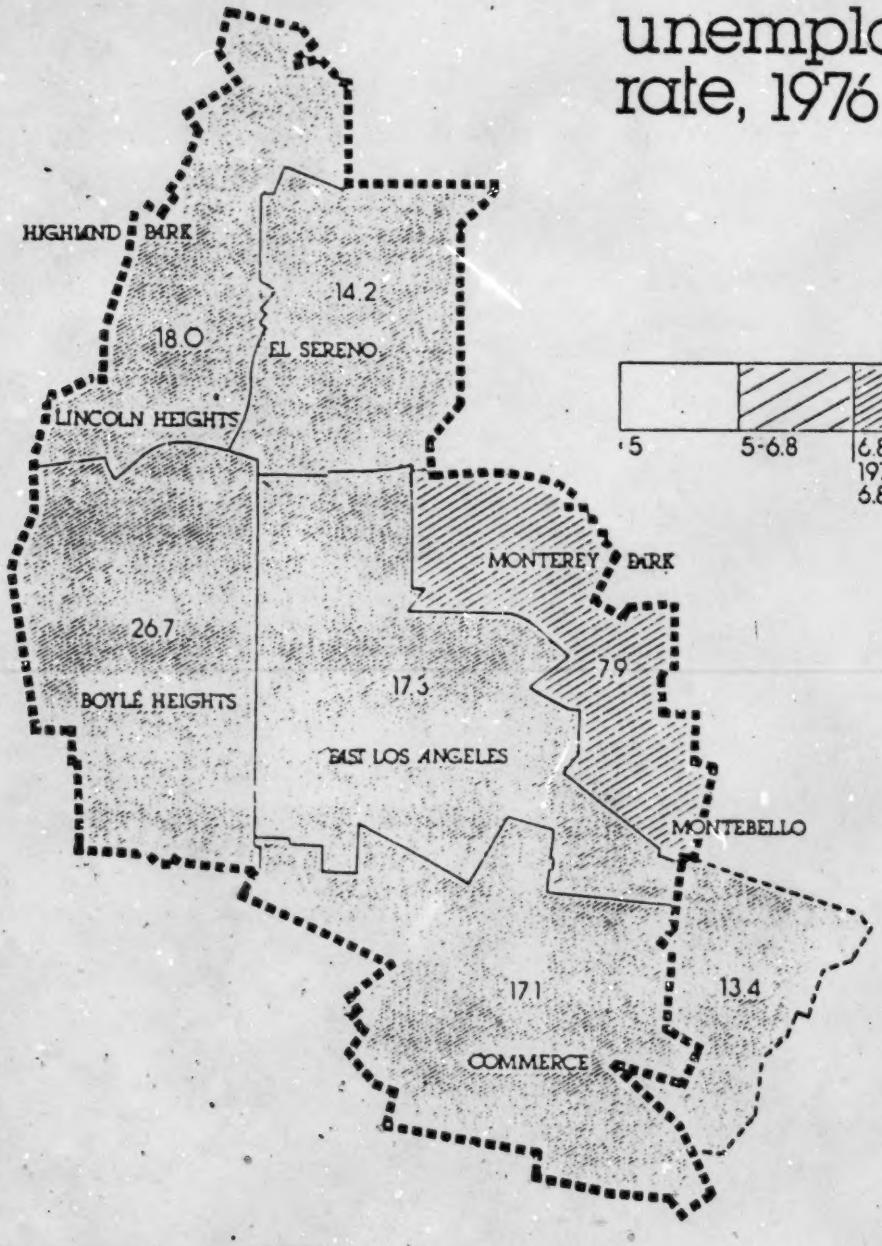
greater east los angeles special impact area

▪▪▪▪▪ special impact area
----- expanded study area
——— SIA communities, boundaries based on 1970 census tracts

source: 1976 east los angeles community assessment updated to include expanded study area

FIGURE 4

unemployment rate, 1976



greater east los angeles special impact area

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source: 1976 east lost angeles community assessment updated to include expanded study area

At that time the unemployment rate for Los Angeles County was 9.0%.

The only employment data of any kind for the college's east service area are from reports done in Monterey Park and Montebello. These suggest that there is as dramatic a contrast in employment between the east and west areas as there is in income. Monterey Park, in 1978, experienced a 3.9% unemployment rate (compared to LA County's 6.9%) (Monterey Park; 1980, p. 3). The 1976 unemployment rate in Montebello was 4.2% (Montebello, p. 3); county-wide, unemployment reached 9.0% in this period.

There are contrast between the college's west and east areas in terms of resident age and ethnicity. Table 6 displays the age distributions for localities in the east and west areas and further distinguishes between the total population and the Hispanic population of these areas.

A number of observations can be made about the Table and the accompanying Figures:

- The west area is predominantly Hispanic (69.4%). (Figure 5 suggests the area is even more Hispanic than does Table 6.) In addition TELACU estimates that there are at least

EAST LOS ANGELES COLLEGE

Age Distribution of ELAC Area: Total & Spanish Surname

TABLE 6

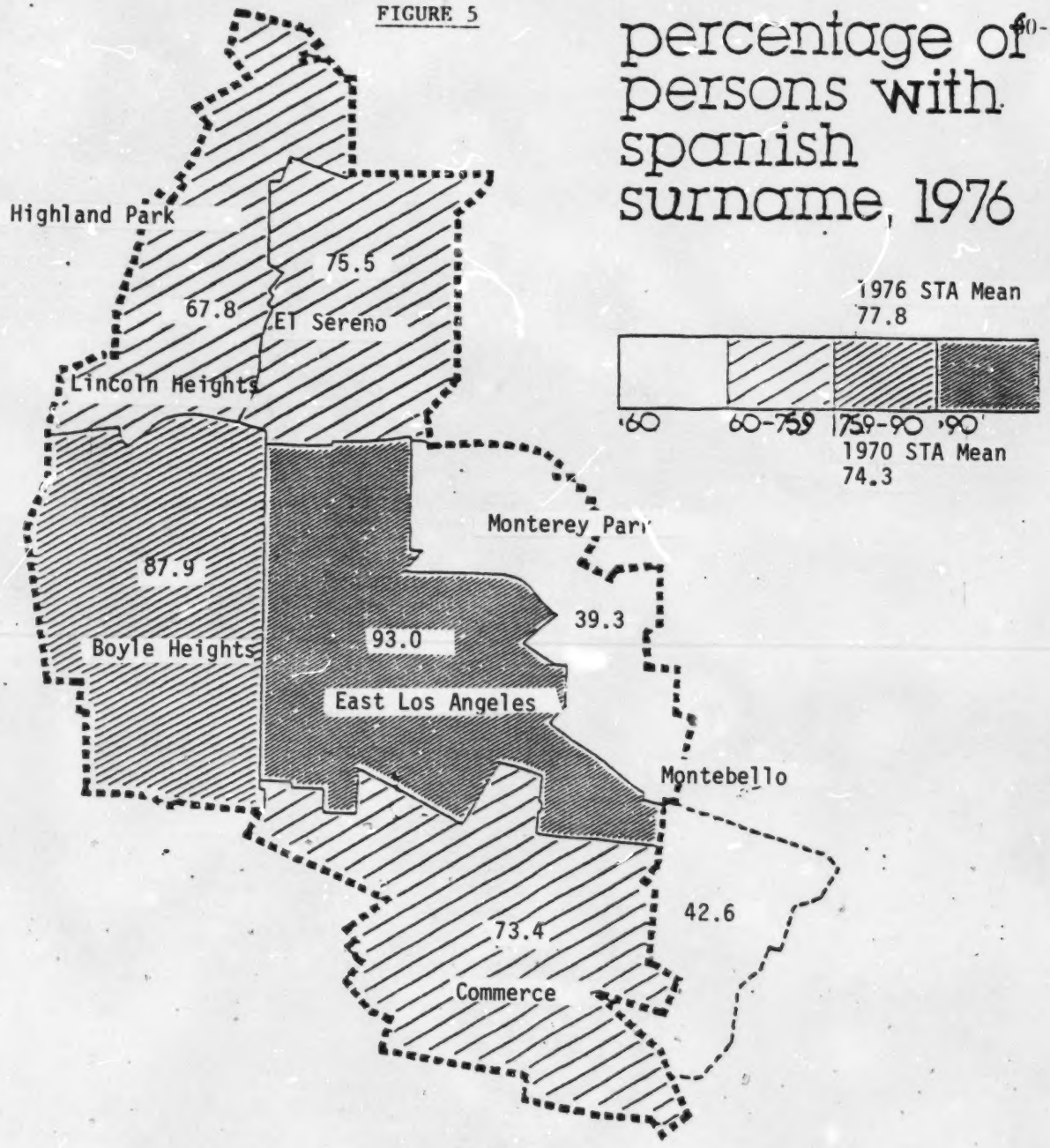
		UNDER 24 Yrs.		25-34 Yrs.		35-44 Yrs.		45-54 Yrs.		55-64 Yrs.		65 + Yrs.	
		Total	Spanish	Total	Spanish	Total	Spanish	Total	Spanish	Total	Spanish	Total	Spanish
East/Northeast Tot: 320,133 Sp: 203,481 Sp: 63.6%	WEST SECTION PERCENTS	46.3	54.4	14.2	14.6	11.7	12.3	9.4	8.0	8.3	5.7	10.1	5.0
East Los Angeles Tot: 104,395 Sp: 91,101 Sp: 87.3%	WEST SECTION PERCENTS	52.2	55.8	12.2	12.8	11.1	11.1	9.2	8.3	7.5	6.3	7.8	5.7
Monterey Park Tot: 49,326 Sp: 16,477 Sp: 33.4%	EAST SECTION PERCENTS	43.1	52.6	13.6	15.2	13.2	14.3	13.0	9.2	9.6	5.6	7.5	3.1
Montebello Tot: 43,052 Sp: 20,331 Sp: 47.2%	EAST SECTION PERCENTS	43.3	52.9	11.6	13.9	11.6	12.8	13.6	10.4	10.8	5.5	9.0	4.5
Rosemead Tot: 47,015 Sp: 17,839 Sp: 37.9%	EAST SECTION PERCENTS	46.8	59.2	13.4	15.6	10.6	12.1	10.3	6.2	9.5	3.7	9.4	3.1

Derived from TELACU and '70 Census

80-5:17

FIGURE 5

percentage of persons with spanish surname, 1976



greater east los angeles special impact area

▪▪▪▪▪ special impact area
----- expanded study area
——— SIA communities, boundaries based on 1970 census tracts

source: 1976 east los angeles community assessment updated to include expanded study area

... area by community research group design studio, a subsidiary of ELACO

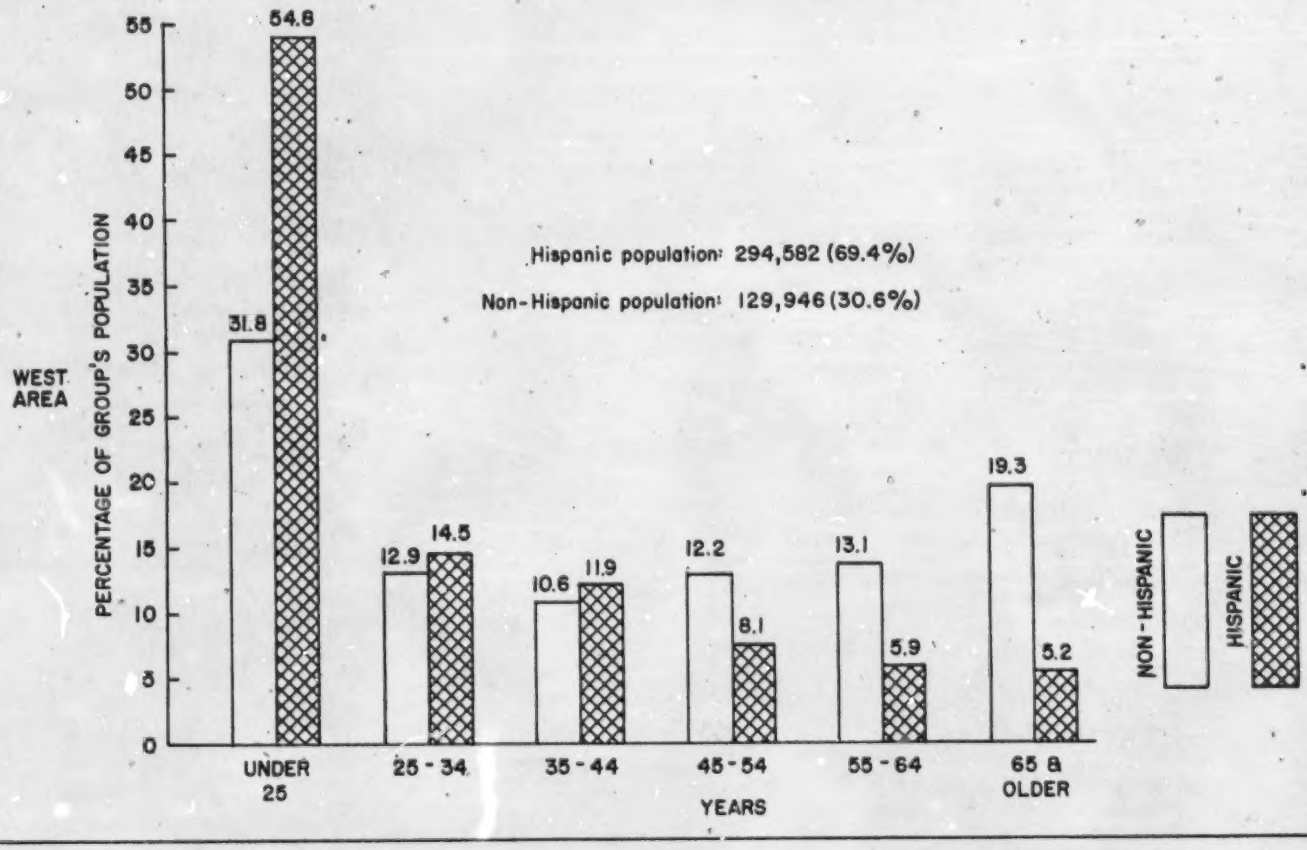
100,000 undocumented persons of Hispanic origin in this area TELACU: 1980, p 11).

- The east area is racially mixed -- Hispanic, Anglo, Asian; Hispanics continue to be the largest group in the area, but there is a steady in-migration of Asians. Monterey Park estimates that the 1980 census will show a one-third share for each of the three major ethnic groups; the city estimates its Asian population grew by more than 600% in the period 1960-1970 (Monterey Park, 1979, p 2). There are indications of a similar, though smaller, in-migration of Asians to Montebello. (Figure 8 provides a good overview of the ethnic population of LA County).
- The Hispanic population is a young population in both the west and east areas. More than half the Hispanic population is 25 years or younger in both areas; more than 80% of the Hispanic population is 44 years or younger (see Figure 6).
- By contrast, the non-Hispanic (mostly Anglo) population in the west area is an older population: nearly one out of five is 65 years or older; and almost half are older than 45 years (see Figure 6).
- The non-Hispanic population of the east area is more normally distributed than that of the west area, though it is older than the Hispanic population in that area.

In terms of target groups for marketing purposes, Hispanics

FIGURE 6

Percentage Distribution of Hispanic and Non-Hispanic Populations in Various Age Groups in ELAC's West & East Service Areas



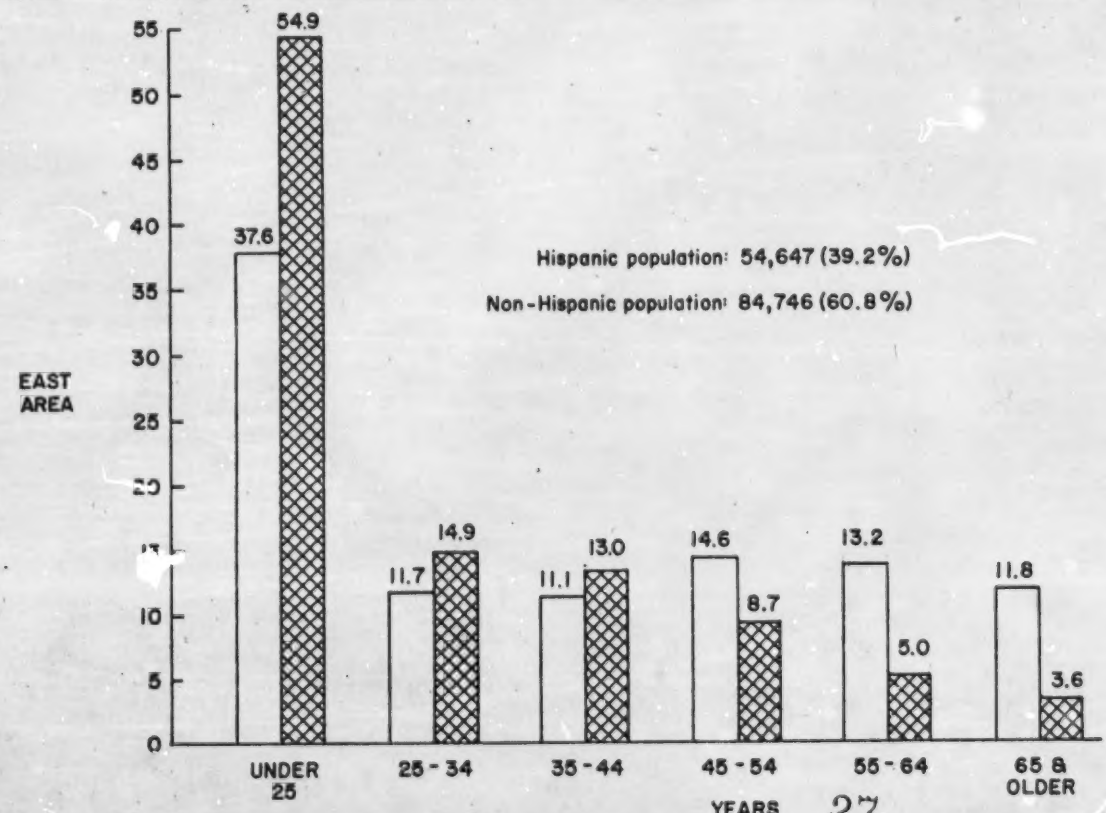


FIGURE 7

Percent of the Population that is Hispanic in Various Age Groups in ELAC's West & East Service Areas

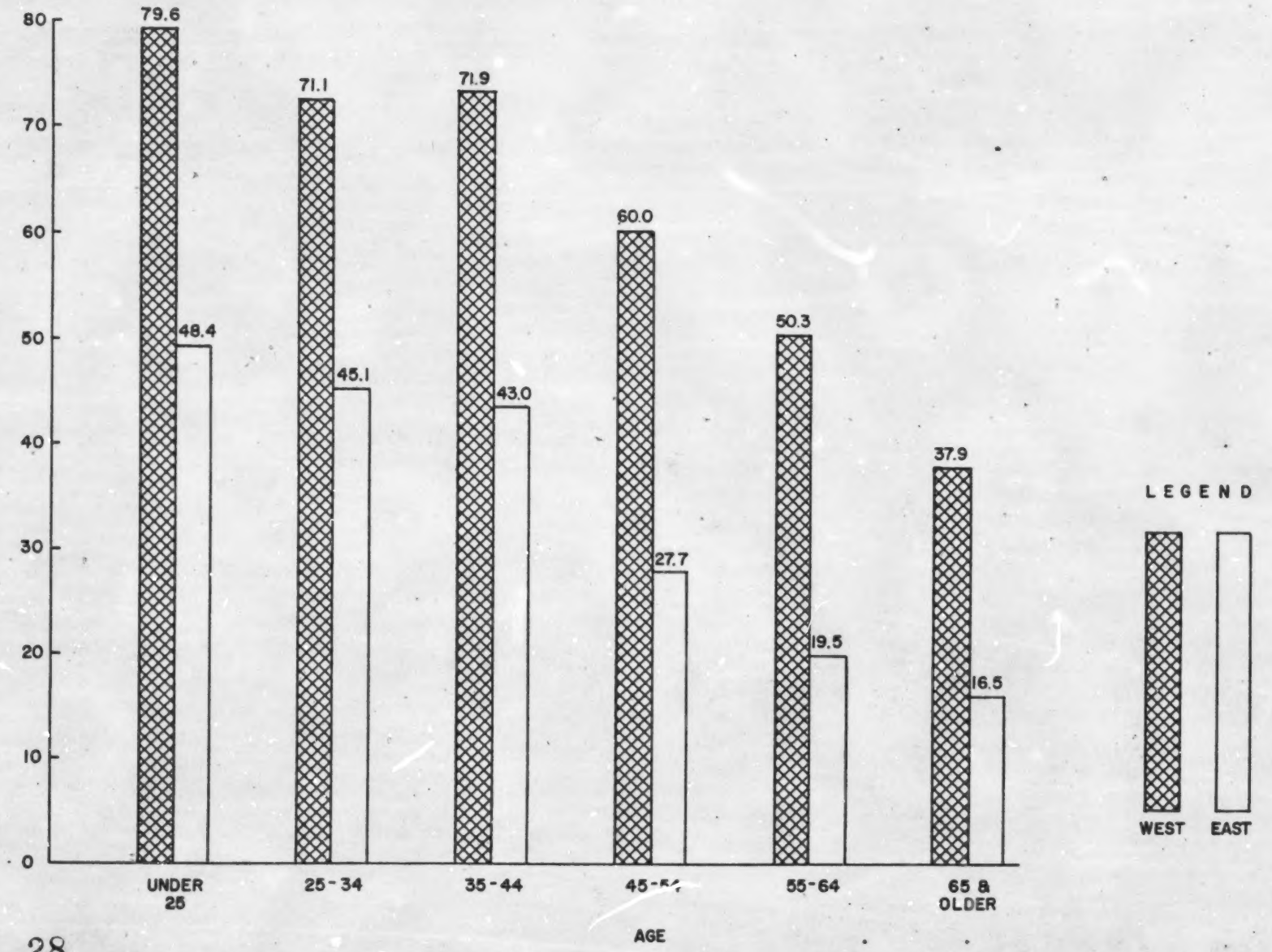
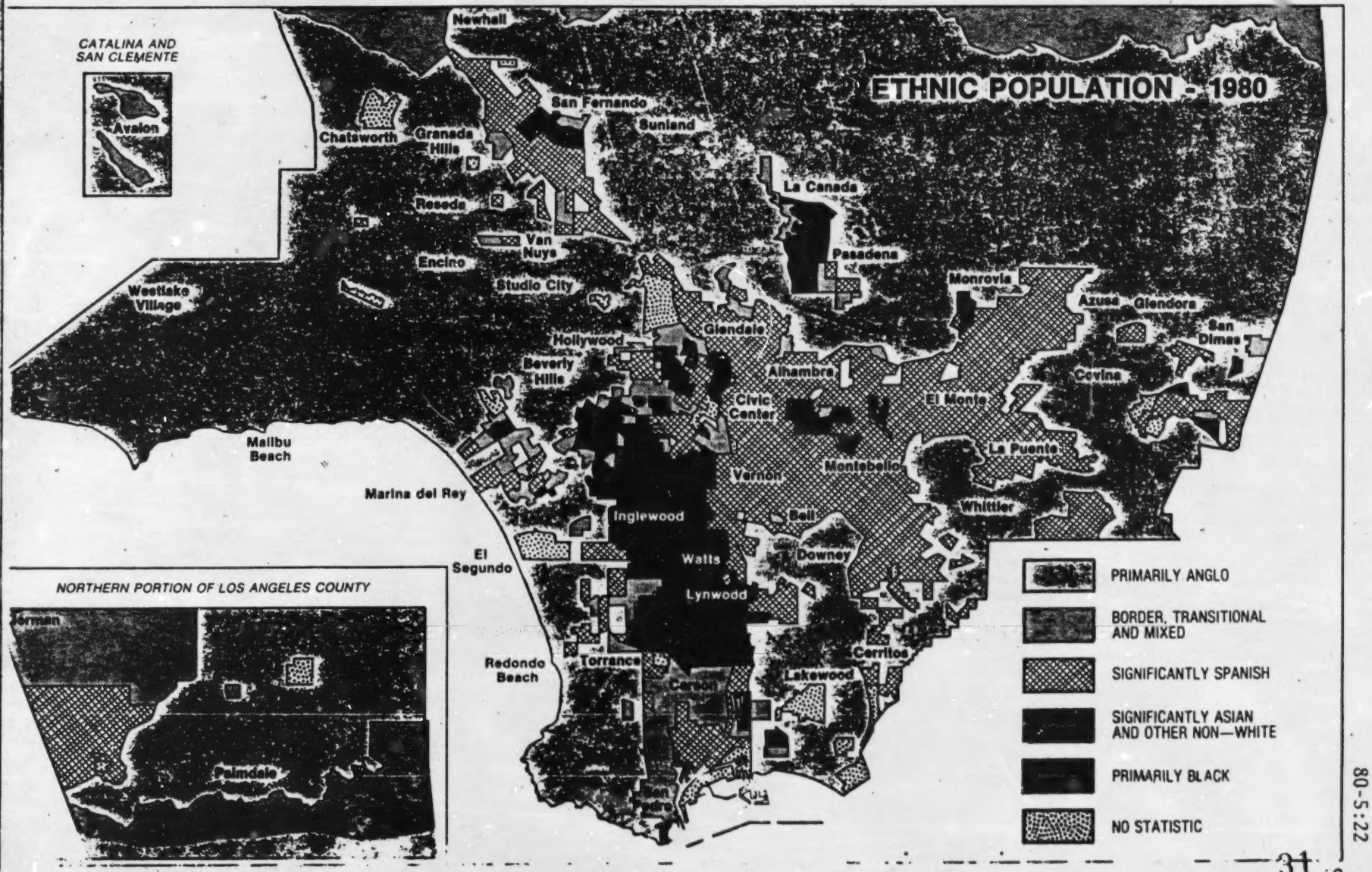


FIGURE 8

Ethnic Population

1980



80-5:22

under 55 in the west area; Hispanics under 45 in the east area; and Anglos over 45 in the west area are probably the three largest and most homogenous groups in the college's overall service area (see Figure 7).

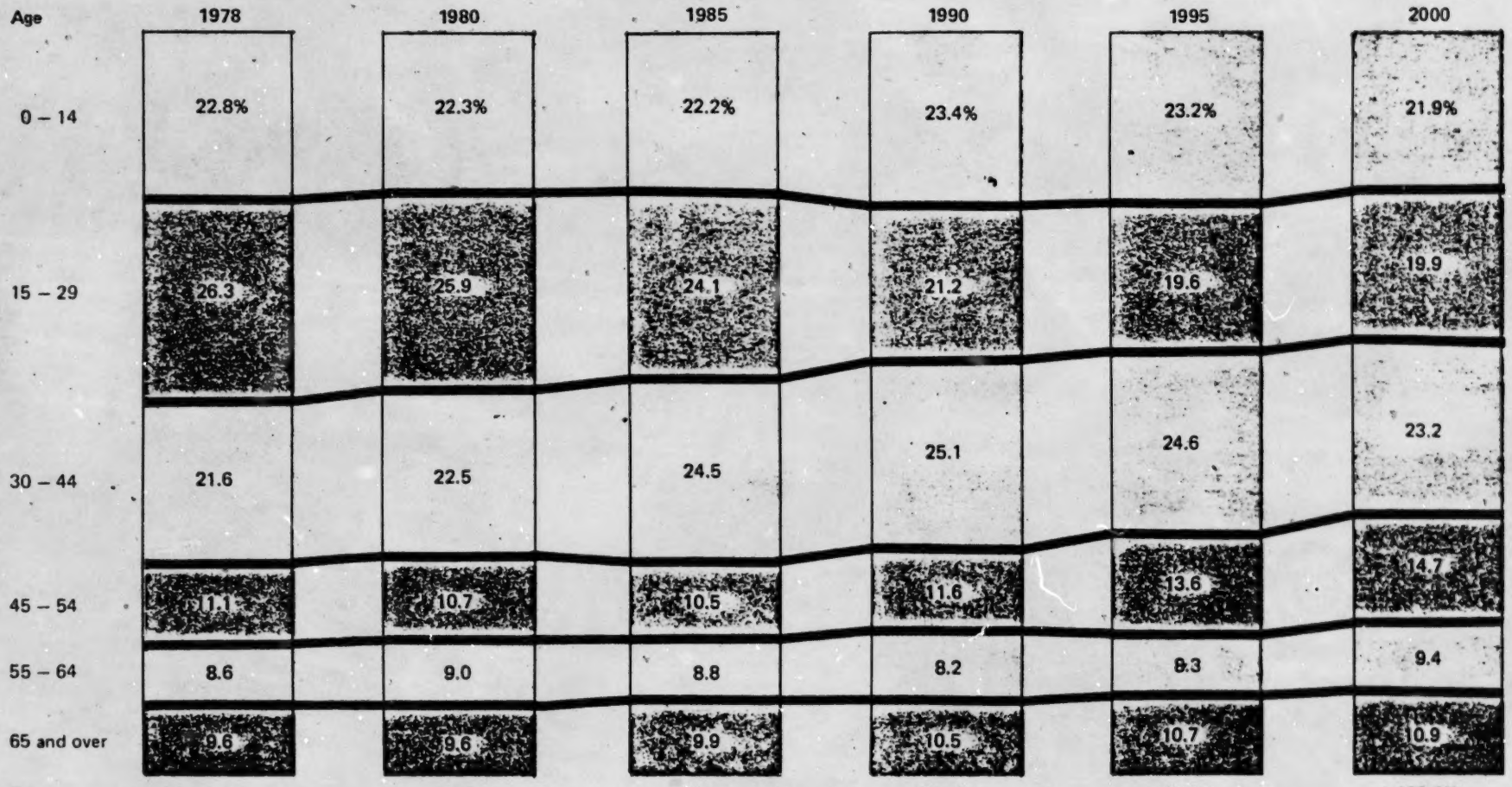
Figure 9 offers a projection of age composition trends in the County over the next 20 years. Two additional factors need to be included when attempting to predict what the college's service areas will be like 10 or 20 years hence: a) the continued in-migration of low-SES undocumented persons to the west area; and b) the continued in-migration of more affluent persons of Asian background to the east area. Given these, it is likely that:

- in the west area, the Anglo population (already an older population) will continue to diminish and the Hispanic population to expand.
- the median age of the west are will remain younger than that of the county as a whole because continued in-migration will be of younger persons.
- The east area, which more closely approximates the County as a whole in terms of its age composition, is likely to follow the age trend pattern suggested in Figure 9; it is also likely that the east area will remain more evenly mixed racially.

FIGURE 9

Los Angeles Marketing Area Population by Age

1978 and Projections to 1980, 1985, 1990, 1995 and 2000



Source: California Department of Finance, May 1977 and July 1978.

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The college's east and west areas differ in terms of the educational backgrounds of their residents. Table 7 presents LACCD figures on the educational attainment levels of various age groups in the locales of the east and west areas. The educational level of the west area is two to three grade levels lower than that of the east area.

TELACU's figures for the SIA (ELAC's west area) similarly indicate low educational levels among the area's over-25 population (Table 8). TELACU's data are probably more reliable than the district's since TELACU employed community survey methods as well as reanalysis of census materials.

TELACU links the low educational attainment level to the chronic high unemployment level of the area, pointing out that the area has a mostly low-skilled labor force which "has difficulty competing for an increasing number of jobs requiring some technical knowledge." (TELACU, 1979-80, p 17.)

3. Age

Figure 10 portrays the age distribution of students at ELAC during Fall semester, 1979 (Sachs). Mean student age was 27.1 years; the median student age was 23.5. Figure 11 portrays the age distribution of ELAC's student body

TABLE 7

MEDIAN EDUCATION

AGE:	25-44	45-54	55+
BOYLE HEIGHTS-LINCOLN HEIGHTS	9.5	8.6	6.9
EAST LOS ANGELES	10.6	10.1	8.1
SAN GABRIEL-ROSEMEAD	12.6	12.4	11.3
ALHAMBRA	12.8	12.5	11.7
MONTEBELLO-MONTEREY PARK	12.4	12.1	9.9

TABLE 8

EDUCATION LEVELS OF SIA RESIDENTS OVER 25 YEARS OF AGE

	SIA	LA COUNTY
AVERAGE NUMBER OF YEARS OF EDUCATION	8.8 yrs.	12.4yrs.
NUMBER OF SCHOOLS IN CITY	8.0%	1.9%
HIGH SCHOOL GRADUATES	25.0%	62.0%
OVER OR MORE YEARS OF COLLEGE	8.0%	30.9%
DROP OUT RATE	40.0%	25.0%

SOURCE A FRAMEWORK FOR GREATER EAST LOS ANGELES INDUSTRIAL DEVELOPMENT TELACU, 1978.

FIGURE 10

EAST LOS ANGELES COLLEGE

FALL, 1979 AGE DISTRIBUTION

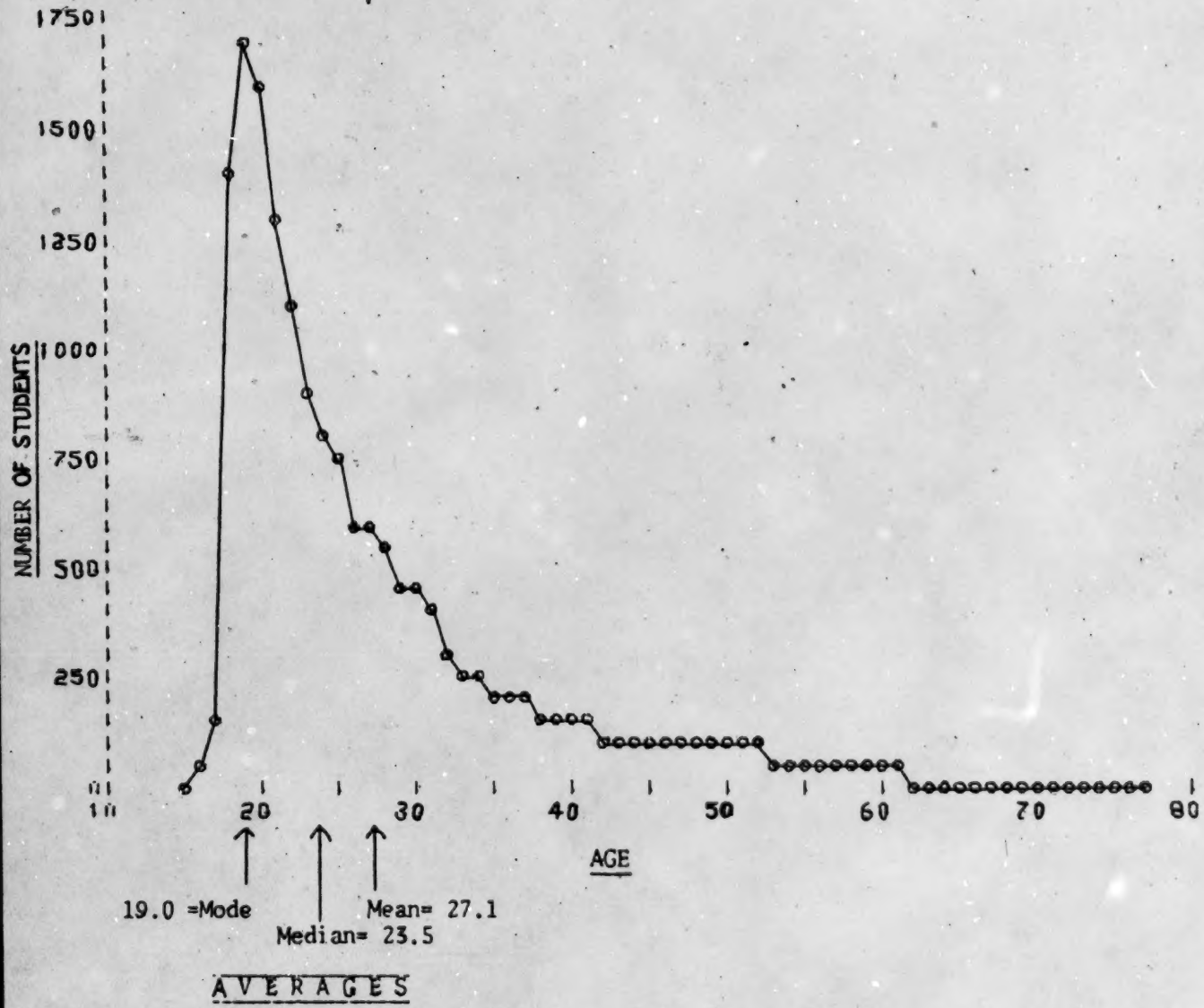
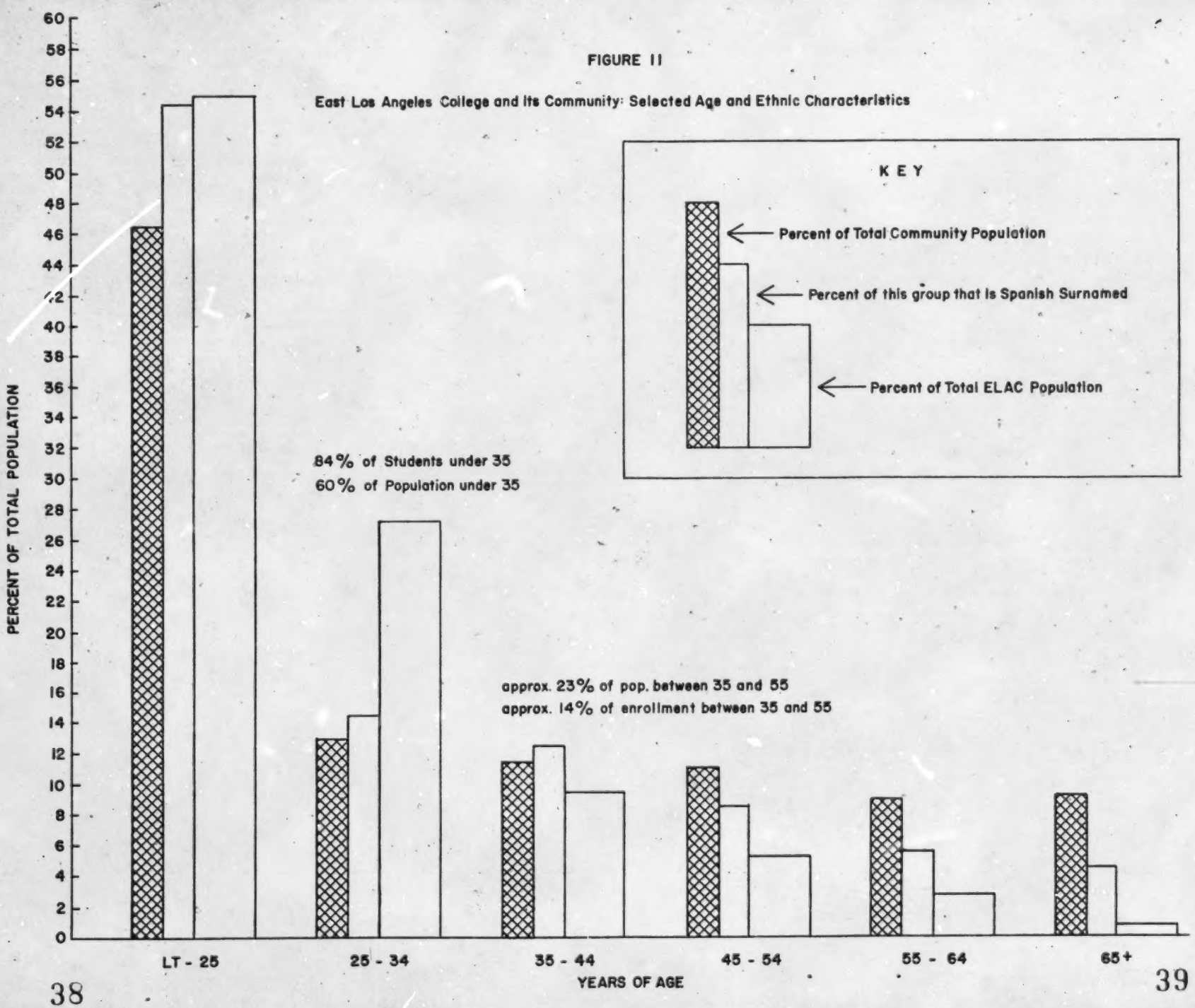


FIGURE II

East Los Angeles College and its Community: Selected Age and Ethnic Characteristics



80-5:28

with that of the community it serves (both the total community and the Hispanic portion of the community).

As one might expect, most (84%) of the college's students are younger than 35 years of age. The number of students at the college who are older than 35 years of age is a smaller proportion of enrollment than the proportion of those 35 years or older in the general community population. For instance, the 35-54 year age group accounts for 23% of the community's population but only 14% of the college's enrollment.

While this is not a surprising finding -- since college remains a youth market -- ELAC might want to examine its curriculum to discover what it might offer to an older population. As the population ages over the next 20 years, the middle group (35-54) will be an expanded market segment.

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